



Better Farming by Every Farmer

e-Bulletin



# Agripreneur

A Virtual Experience Sharing Platform

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*“Agripreneur is a virtual platform to share the experiences of Agripreneurs, Bankers, Agribusiness companies, Nodal training institutes, Extension functionaries, Academicians, Researchers and Agribusiness thinkers in the country working for promotion of Agri Entrepreneurship development”.*

## Women Agripreneurs at India International Trade Fair-2014 Pragati Maidan, New Delhi



Women Agripreneurs interacting with the Visitors at IITF-2014, Pragati Maidan, New Delhi

The 34th edition of India International Trade Fair (IITF)-2014 was inaugurated by Hon'ble President of India, Shri Pranab Mukherjee on November 14, 2014 at Hamsadhwani Theatre, Pragati Maidan, New Delhi. This year, the theme of the fair was 'Women Entrepreneurs', who figured prominently in the display profile of the State/UT pavilions. The Centre for Agri-Entrepreneurship Development (CAD), MANAGE, Hyderabad, facilitated participation of Women Agripreneurs under the AC&ABC Scheme in the exhibition. Eight women Agripreneurs from three states were identified for participation in the fair. They are - Ms. Chabungbam Mary Devi & Ms. Chingangbam Tarunbala Devi from ICM-Imphal, Ms. Sangeeta Sawalakhe, trained at Krishi Vigyan Kendra (KVK) - Durgapur, Amravati, Ms. Vijayalaxmi Narsaiah Mamidala from Krishna Valley Advanced Agriculture Foundation (KVAAF)- Kanhan, Nagpur, Ms. Manda Nimase & Ms. Kavita Jadhav from KVK - Babhleshwar, Ms. S. Sellapponnu & Ms. B. Umamaheshwari from Voluntary Association for People Service (VAPS), Madurai. Different themes were highlighted by the Women Agripreneurs from 14/11/2014 to 27/11/2014.

Ms. Chabungbam Mary Devi & Ms. Chingangbam Tarunbala Devi from ICM-Imphal explained the importance of Sericulture and showcased the Cocoon craft, Silk handlooms etc. About 4000 visitors collected information on Sericulture.

Ms. Sangeeta Sawalakhe and Ms. Vijayalaxmi Narsaiah Mamidala have explained the importance of Organic farming and manufacturing of bio-fertilizer, Bio-pesticide and Bio-agents. During this period, 20000 people visited the stall.

Ms. Manda Nimase & Ms. Kavita Jadhav from KVK, Babhleshwar, explained the importance of farm mechanization, farm inputs, multi-crop nursery and fruit processing unit to sustain the agriculture ventures in rural areas to about 23,000 visitors.

Ms. S. Sellapponnu & Ms. B. Umamaheshwari from Voluntary Association for People Service (VAPS), Madurai, showcased the value added products of Millets and Spices. About 15500 visitors obtained advice on value addition techniques and importance of soil and water testing to increase the fertility of soil.



National Institute of Agriculture  
Extension Management



Department of Agriculture and  
Co-operation, Ministry of Agriculture.



National Bank for Agriculture  
and Rural Development

## Make in India

Shri. K. K. Subramani (53) hailing from Bommuru Agrahara, Srirangpatna Tq, Mandya district, Karnataka State, says "It is interesting and surprising that the seventh largest and the second highly populated Country like India imports around 1 ton of Papaya seeds from a Taiwan-based company. The seeds are priced at Rs.3,00,000/- per kg. The company knows what the Indian farmers are growing and eating. Based on their survey, they felt the pulse of Indian farmers and sold their seeds extensively. As an agriculturist, it made me think of challenging this competitor. We are losing a lot of money. Therefore, I used my experiences to develop F-1 Red Dwarf Papaya seed to replace Taiwan variety of Papaya".

Shri Subramani worked for 20 years in a Govt. research station and private seed companies. Owing to passion to replace the Taiwan Papaya variety, he quit the job and returned to his native place and started farming scientifically. He earmarked two acres of land for Papaya research. Initial financial hiccups were of major concern to Shri Subramani as he did not save enough from his regular income. But his determination, grit and optimism towards research made him believe that one day he will achieve his goal.

At this juncture, he came across the advertisement call for Agri-entrepreneurship development in a local newspaper and got fascinated by the idea of supporting Agripreneurs. Immediately, he applied and joined M/s. Terra-Firma Bio Technologies Ltd., Bengaluru. Throughout the training, he interacted with many people such as Management experts, Bankers, Resource persons and successful Agripreneurs. He learnt about market survey, project preparation, record keeping, accounting etc. Later, he registered his firm as 'AgriMaa Biosciences'. Canara Bank, Hi-tech branch JC Road, Bengaluru sanctioned a loan of Rs. 4.50/- lakhs and NABARD offered him 36% of subsidy. With full enthusiasm, he started research and consultancy on scientific package of practices on commercial and horticulture crops. He developed F1 Red Dwarf papaya variety which can challenge the Taiwan Variety of Papaya.



Shri Subramani K.K. showcasing the yield of F1-Red dwarf Papaya

### The characteristics of the F1 Red Dwarf variety:

- Height of the plant : Six feet
- Yield : 25 to 30 tons/acre
- Average fruit weight : 1-1.5 kg.
- TSS : 12% Brix
- Fruit colour : Orange-Yellowish
- Fruiting period : Eight months after transplanting and continues up to 20 months
- Type of plant : Hermaphrodite and female plants.

Shri Subramani says that by following certain proper cultivation practices, one can manage to get even seedless Papaya



F1 Red Dwarf variety of Papaya

Commercially, Shri Subramani is tied-up with many seed companies and getting contract for multiplication of the F1 Red dwarf Papaya seeds. Today 'AgriMaa Biosciences' is a well known name for complete scientific solutions for farming. A total of 300 farmers from 60 villages are regular customers of the firm. The annual turnover of AgriMaa Biosciences Agriventure is Rs.90/- lakhs, and 15 science graduates are recruited by the firm. Shri Subramani's message to fellow Agripreneurs is "Take up any idea, get fully involved in it and keep doing it until you reach your goal".

### Shri Subramani K.K.

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## Adopting modern managerial techniques to generate 'Leader-Agripreneurs' through AC&ABC training by NSRICM-Kalyani, West-Bengal

The Netaji Subhas Regional Institute of Cooperative Management (NSRICM), Kalyani, was established by Reserve Bank of India on 1<sup>st</sup> June, 1956 as Block Level Training Centre with the principle initiative of the Architect of Modern Bengal Late Dr. B. C. Roy. The center started conducting the 11-month General Basic Course (GBC) for block level officers of the Cooperation Directorate, sponsored by Registrar of Cooperative Societies, Eastern and North-Eastern regions.

### Mission

NSRICM's mission is to guide the personnel of Cooperatives, Allied departments and Cooperative organizations situated in West Bengal, Tripura, Andaman & Nicobar islands and Sikkim in improving their managerial skills and helping to achieve the noble objectives of cooperatives through adaptation of modern managerial techniques. It seeks to do this through development of Human Resources in Cooperatives by generating 'risk-bearing leader-managers' who will pioneer new managerial practices and set new standards, by inducting professional attitudes that will generate new ideas of significance.

### Vision

To become a respected Institute that shapes Management Practices in Cooperation Department and Cooperative Organizations by creating new frontiers of knowledge and developing ethical, dependable, entrepreneurial, and socially sensitive leader-managers committed to excellence.

### Association with MANAGE for implementation of AC&ABC Scheme

The institute is conducting MANAGE-sponsored AC&ABC program since 2002. In the 1<sup>st</sup> Phase, the institute has conducted five training programs and trained 140 participants of which 14 had successfully established Agri-ventures in the areas such as Agri-clinics, Agri-Business Centres, Goatery, Poultry, Bio-fertilizer unit, Agri-Consultancy etc. In the 2<sup>nd</sup> phase, the AC&ABC training started in the year 2014. One batch has been completed and 19 Agripreneurs were trained.

### Good Practices of the institute for promotion of AC & ABC:

- Organizing workshops for Bankers, NABARD & other stakeholders to strengthen implementation of AC&ABC Scheme.
- Regular support to Agripreneurs in getting business licenses for starting Agribusiness centers and in fulfilling procedural formalities for setting new Agri-ventures.
- Organizing monthly meetings of Agripreneurs to discuss the progress and problems with the involvement of KVK experts and encouraging the formation of Agripreneurs' groups.
- Setting up of Library for books and other publications
- Providing DVDs to the trainees containing AC&ABC guidelines, study material, information on sponsored schemes of NABARD, NHM, ATMA, success stories of established Agri-ventures, projects etc.
- Conducting Refresher training programs for enhancing the Agri-entrepreneurship skills among Agripreneurs.

"AC&ABC training will help the Agripreneurs to build up confidence, awareness, planning and also prepares them to fight future challenges in Agribusiness" says Dr. Kishore Kumar, Director.



Awareness campaign on AC&ABC scheme to the Agriculture Diploma students of Kalyani University was held on 11<sup>th</sup> Nov.2014



Sri A. K. Mahato  
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## Women Agripreneur Ms. Geetashori Yumnam in India- Japan Business Women Forum, during 17<sup>th</sup> to 21<sup>st</sup> November 2014 at Tokyo Kenshu Center (TKC), JAPAN



Ms. Geetashori Yumnam

Confederation of Indian Industry (CII) in collaboration with HIDA (The overseas human resources development association) organized a 5-day training program on "Empowerment for women leaders in India" during 17<sup>th</sup> to 21<sup>st</sup> November, 2014 at Tokyo Kenshu center (TKC) Japan. Ms. Geetashori Yumnam, trained under AC&ABC from Institute of Cooperative Management (ICM) Imphal, Manipur, was involved in manufacturing of Bio-fertilizer and consultancy on Green Manuring. She is one of lead promoters of Organic farming in Imphal district in Manipur. Taking into consideration the eco-friendly working strategy of Agri-entrepreneurship, Confederation of Indian Industry (CII) selected her from among the 17 women participants all over India.

Ms. Geetashori said that it was a golden opportunity for her to participate in the Tokyo training program. She learned significant working strategies of the business in the sphere of work culture, time management, hardworking atmosphere, punctuality and advance technology, which are essential to sustain the enterprise in long term. She appeals to other fellow Agripreneurs to participate in such kind of training programs, and added that, if we accept 20 to 30% work strategies of Japan work culture, we can grow like anything. Ms. Geetashori is available at: C/o Gambhir Singh Yumnam, Uripok Naore Mthong Bazar, Imphal, Manipur-795001. Mobile no. 09612442741, Email ID - geeyumnam@gmail.com.

*www.agriclinics.net is the portal providing information about Agri Clinics and Agri business Centres Scheme. The portal gives updates on Eligibility criteria, Training institutes, Training progress, Handholding activities, Finance options and Subsidy to the prospective Agripreneurs. The website also provides information on details of established Agriventures, pending projects, relevant schemes etc., and other information useful for State governments, Agricultural Universities, Banks, Training Institutes and Agripreneurs.*

**For any query on Agri Clinics and Agri business Centres Scheme - please mail to [indianagripreneur@manage.gov.in](mailto:indianagripreneur@manage.gov.in)**



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